

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Steven Reidl, *et al.*
Serial No. : 10/662,776
Filed : September 15, 2003
Title : SYSTEM AND METHOD FOR ADVERTISEMENT
DELIVERY WITHIN A VIDEO TIME SHIFTING
ARCHITECTURE
Group Art Unit : 4127
Examiner : Adam B. Chornesky

Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action dated May 7, 2010, please reconsider the above
identified application in light of the following Response, wherein

Remarks begin on page 2 of this paper.